



Anti-Defamation League  
2010 Annual Report

DIGNITY

FAIRNESS

RESPECT

SOLIDARITY

EXPERTISE

SECURITY

FREEDOM

**WORDS MATTER.**

# WORDS MATTER

## Words are important.

They have the power to harm, the power to change.

## Words are a barometer.

The tone of our discourse indicates the health of our society.

## Words can hurt.

The loss of civil rights or violence rarely come first. They start with words that defame and demonize, accuse and incite.

## But words can also save lives.

They can lessen hurt and suffering. Wherever and whenever good people stand up and say “no” to hate, armies can be stopped and whole communities can survive.

For nearly a century, ADL has acted to foster respectful discourse, because we know the consequences of saying and doing nothing. By following the words, we know how to act and we know all too well what we will prevent. By taking action and saying “no” to hate, we know the positive impact we can have.

# ACTIONS MATTER

## No one fights bullying and online hate in more ways than ADL.

We restore **dignity** to families and help ensure safe schools.

## No one opens more people’s hearts and minds than ADL.

By teaching children to challenge bias and stereotypes, we foster **respect**.

## No one knows more about haters than ADL.

We are sought out for our **expertise** on hate and how to combat it.

## No one offers as many programs for building Israeli respect as ADL.

We use advocacy to ensure a brighter, more secure **future** for Israel.

## No nongovernmental organization works with law enforcement more than ADL.

We help foster **security** by teaching law enforcement to protect civil rights.

## No Jewish organization has a stronger record protecting religious freedom than ADL.

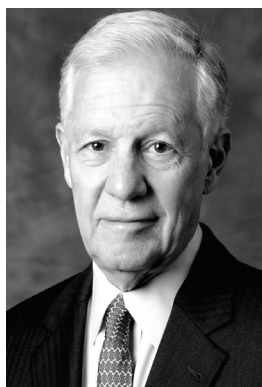
We ensure that everyone has the **freedom** to practice their religion without coercion.

## No one has a more comprehensive impact on campus hate than ADL.

We bring **fairness** to campuses targeted by anti-Israel groups.

## No one is more effective at fighting global anti-Semitism than ADL.

We show **solidarity** with Jewish communities by helping them fight anti-Semitism, whether at home or abroad.



Robert G. Sugarman  
National Chair



Abraham H. Foxman  
National Director

## DEAR FRIENDS

The work we do every day at ADL is satisfying and important because it has an impact on people's lives. This is true when we speak out on behalf of oppressed Jewish communities around the world. Or when we help a vulnerable child who is at risk of bullying through our cyberbullying initiatives. Or when we lead an interfaith effort to protect the right to build mosques in the face of anti-Islamic prejudice.

There are many different approaches that ADL takes in meeting our challenges. All, ultimately, are geared towards having a positive effect on people — individuals or larger groups — each of whom is feeling under siege because of who they are.

When anti-Israel activity on a campus escalates and Jewish students feel under siege, ADL uses our many areas of expertise — advocacy for Israel, experience in dealing with university administrations, training programs teaching about prejudice, leveraging community and political voices for support — to be there and provide practical assistance to the students.

When we developed model hate crime legislation, which is the basis for state laws in 45 states, we were thinking of the frightful impact on Jews, African Americans, Hispanics, Muslims, gays or others when one of them is attacked for being part of that group. Our legislative success tells these vulnerable individuals and groups that society is watching out for them.

When Catholic schoolchildren walk away from a class with a new appreciation of Jews and the history of anti-Semitism because their teacher went through ADL's Bearing Witness™ program for Catholic-school teachers, we have helped them see the world in a different way.

When a youngster in an inner-city school goes through our Peer Training program to combat bias, he or she not only learns how to identify prejudice and stand up against it, but develops leadership skills and self-confidence that can be life-changing.

ADL's 2010 Annual Report focuses on just a few of these stories, of people young and old, whose lives were affected by ADL assistance or leadership. In the end, that is the most important thing we do. That is why we matter.

Robert G. Sugarman  
National Chair

Abraham H. Foxman  
National Director

The Anti-Defamation League was founded in 1913 "to stop the defamation of the Jewish people and to secure justice and fair treatment to all." Now the nation's premier civil rights/human relations agency, ADL defends democratic ideals and protects civil rights for all.



## **My disabled son**

loved going to his first dance. His classmates videotaped him at the dance and posted it online with his full name and horrific comments. The school refused to intervene. He wanted to kill himself. No one helped or cared. ADL was the only organization that helped me.

– Theresa Jackson

# DIGNITY

## **No one fights bullying and online hate in more ways than ADL.**

In 2010, ADL's National and Regional Offices secured the adoption of tough new anti-bullying laws in Massachusetts, New Jersey, New York and Georgia. These laws were inspired by ADL's model anti-bullying statute and passed as a result of our skilled advocacy. ADL also brought anti-bullying education programs to a record 2,516 educators and administrators, 2,468 adult family and community members and 2,706 students. Additionally, ADL gathered major Internet companies for the first time, urging them to closely monitor their content. We also showed Internet users how to report online hate to the companies hosting it.

FRANK ISHMAN PHOTOGRAPHY







AP PHOTO/MEL EVANS

**Anti-Israel students  
at Rutgers University**  
were raising money to  
sponsor another Gaza flotilla.  
ADL came to the aid of Jewish  
student groups trying to prevent  
this. Using our legal expertise,  
we showed Rutgers that the  
students' support for the flotilla  
effort could violate U.S. law. The  
university froze the money.

FAIRNESS

**No one has a more comprehensive  
impact on campus hate than ADL.**

ADL is concerned that today's college students are encountering harshly anti-Israel groups on campus. Because we monitor campaigns to delegitimize and demonize Israel around the world, and are alert to relationships between these efforts and organizers of anti-Israel activity on campus, we are a leading source of information to university administrations and organizations working on campus to combat these trends. Armed with information from ADL, students have more informed positions on the Middle East and the groups that oppose Israel's right to exist, and supporters of Israel are better equipped to organize and make sure their views are heard.



## **When package bombs from Yemen**

were heading for Chicago Jewish institutions, federal agents alerted ADL immediately. Because of ADL's relationships with law enforcement, they knew they could count on us to get the word out. Within minutes, ADL was sending detailed security instructions to Jewish organizations nationwide.

# SECURITY

## **No nongovernmental organization trains more law enforcement on extremism, terrorism and counterterrorism than ADL.**

Anti-terrorism expertise in America needed to increase dramatically after the September 11 attacks. Using information gained from our daily work monitoring extremists and from top experts outside the agency, ADL began training members of law enforcement at the highest levels about how to combat extremism, terrorism and hate. In 2010 we trained more than 8,700 professionals from agencies such as the FBI and Department of Homeland Security. We also take select groups of American law enforcement to Israel to learn counterterror techniques from experts there. Fostering that information transfer helps forge strong relationships between high-level officials of both countries.







## Neighbors who are strangers

can't build trust and friendship. That's why ADL's Jerusalem office developed a program to bring Druze and Jewish students together for a year-long program in Israel. When they parted, they exchanged e-mail addresses. Said one student, "I wish from the bottom of my heart to meet them again."

# FUTURE

## No one offers as many programs for building Israeli respect as ADL.

Just as we do in this country, ADL works with diverse groups in Israel to examine stereotypes and accept the other. We call on government to step back from instances of prejudice and unfair treatment. At the same time, ADL is a strong voice mobilizing support for Israel domestically and internationally. To educate about the expertise and resilience of individual Israelis, we bring members of law enforcement, Catholic-school educators, Latino leaders and campus leaders to Israel to gain firsthand experience with the people and the land.



**I was constantly harassed at school** for being short, smart and Jewish. It was so bad, I came to think there was something terribly wrong with me. I felt like nothing. Then I became an ADL peer trainer. ADL taught me how to challenge bias from other students and help them treat each other with respect.  
– David Aponte

# RESPECT

## No one opens more people's hearts and minds than ADL.

We know that prejudice is learned, so it can be unlearned. That's why we train people to reject bias through our award-winning education programs. In 2010 alone, we worked directly with over 49,890 middle and high school students, over 12,600 education professionals, and nearly 3,170 family and community members. Our mission is to bring justice and fair treatment for all.

FRANK ISHMAN PHOTOGRAPHY







US AIR FORCE PHOTO/DANNY MEYER

**Harassment and proselytizing,**  
including by some  
commanders, was taking  
place at the U.S. Air Force  
Academy in Colorado.  
Appalled at this blurring  
of the line between church  
and state, ADL took action.  
Today, Air Force cadets learn  
respect for religious differences  
during ADL-crafted trainings.

FREEDOM

**No Jewish organization has  
a stronger record protecting  
religious freedom than ADL.**

ADL ensures church-state separation and promotes religious liberty through the work of our Regional Offices, our Legal Affairs Department in New York and our Government and National Affairs Office in Washington, DC. ADL helped bring change to the Air Force Academy through a coordinated effort, including Congressional testimony, and education and training by ADL's Regional Office in Denver — which led to a culture change at the Academy.



**After a far-right  
extremist party**  
was included in the  
governing Austrian  
coalition in 2000, ADL  
created a partnership  
with the Austrian  
government to bring  
our anti-prejudice  
programs to the  
country. Today, ADL's  
specially developed  
anti-bias training  
for Austrian law  
enforcement officials  
is compulsory for all  
Austrian police.

EXPERTISE

## No one knows more about haters than ADL.

Rapid increases in immigration and economic distress often stir up anti-Semitism and bigotry. That is why we track hate vigilantly and offer our anti-bias programs worldwide. Working with such international governmental organizations as the Organization for Security and Co-operation in Europe (OSCE), ADL also promotes policies and best practices to help monitor, investigate and prosecute hate crimes.

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**Anti-Semitism in Latin America** is a problem. Recognizing that, ADL convened Jewish leaders from nine Latin American countries to share best practices to combat it. They responded enthusiastically.

SOLIDARITY

**No one is more effective at fighting global anti-Semitism than ADL.**

With nearly a century of experience, we know how to harness our strong voice to support Jewish communities in Latin America and around the world. We also recognize the importance of forging strong relationships between Jews and Latino communities, one of the fastest-growing populations in the U.S. ADL has formed strong relationships with major Hispanic organizations domestically, fights for justice for Latino bias victims, and introduces Latinos to Judaism and Israel through interfaith activities and missions to Israel.



ANTI-DEFAMATION LEAGUE REGIONAL OFFICES

ADL has offices throughout the United States. If you need assistance with such issues as education and anti-bullying training, civil rights, law enforcement trainings, anti-Israel campus activity, Jewish institutional security, or to report an anti-Semitic incident, contact a Regional Office near you or go to [www.adl.org](http://www.adl.org) for more information.

<b>ARIZONA</b> arizona@adl.org (602) 274-0991	<b>DENVER</b> (Mountain States) denver@adl.org (303) 830-7177	<b>ORANGE COUNTY/LONG BEACH</b> orange-county@adl.org (714) 953-2860
<b>ATLANTA</b> (Southeast) atlanta@adl.org (404) 262-3470	<b>DETROIT</b> (Michigan) detroit@adl.org (248) 353-7553	<b>PHILADELPHIA</b> (Eastern Pennsylvania/Delaware) philadelphia@adl.org (215) 568-2223
<b>AUSTIN SATELLITE OFFICE</b> austin@adl.org (512) 249-7960	<b>FLORIDA</b> florida@adl.org (561) 988-2900	<b>SAN DIEGO</b> san-diego@adl.org (619) 293-3770
<b>BOSTON</b> (New England) boston@adl.org (617) 406-6300	<b>HOUSTON</b> (Southwest) houston@adl.org (713) 627-3490	<b>SAN FRANCISCO</b> (Central Pacific) san-francisco@adl.org (415) 981-3500
<b>BOULDER SATELLITE OFFICE</b> boulder@adl.org (303) 449-2607	<b>LOS ANGELES</b> (Pacific Southwest) los-angeles@adl.org (310) 446-8000	<b>SANTA BARBARA</b> (Tri-Counties) santa-barbara@adl.org (805) 564-6670
<b>CHICAGO</b> (Greater Chicago/Upper Midwest) chicago@adl.org (312) 782-5080	<b>NEVADA</b> las-vegas@adl.org (702) 862-8600	<b>SEATTLE</b> (Pacific Northwest) seattle@adl.org (206) 448-5349
<b>CLEVELAND</b> (Ohio/Kentucky/Allegheny) cleveland@adl.org (216) 579-9600	<b>NEW JERSEY</b> new-jersey@adl.org (973) 669-9700	<b>ST. LOUIS</b> (Missouri/Southern Illinois) st-louis@adl.org (314) 721-1270
<b>CONNECTICUT</b> connecticut@adl.org (203) 288-6500	<b>NEW MEXICO</b> new-mexico@adl.org (505) 823-2712	<b>GOVERNMENT and NATIONAL AFFAIRS OFFICE</b> natlgov@adl.org 202-452-8320
<b>DALLAS</b> (North Texas/Oklahoma) dallas@adl.org (972) 960-0342	<b>NEW ORLEANS</b> (South Central) new-orleans@adl.org (504) 780-5602	<b>JERUSALEM</b> israel@adl.org 011-972-2-566-7741
<b>DC</b> (District of Columbia/Maryland/ Virginia/North Carolina) washington-dc@adl.org (202) 452-8310	<b>NEW YORK</b> newyork@adl.org (212) 885-7970	
	<b>OMAHA</b> (Plains States) omaha@adl.org (402) 333-1303	

CONSOLIDATED FINANCIAL INFORMATION

CONSOLIDATED BALANCE SHEET

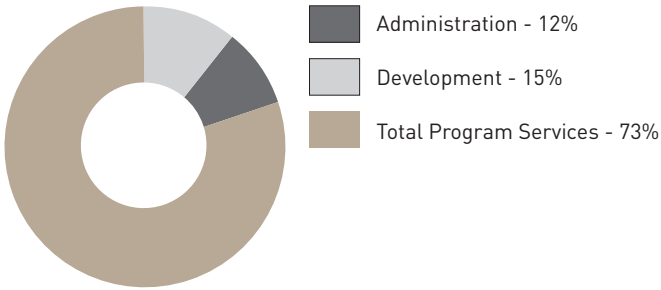
December 31, 2009 (in thousands)

<b>ASSETS</b>	
Cash and investments	\$139,862
Contributions receivable, net	12,189
Other assets	3,396
Property and equipment, net	<u>14,746</u>
Total assets	<u><u>\$170,193</u></u>
<b>LIABILITIES AND NET ASSETS</b>	
Accounts payable and accrued expenses	\$8,970
Borrowings under lines of credit	8,000
Deferred items	8,221
Liabilities under charitable trusts and annuity agreements	10,034
Accrued pension obligation	<u>27,840</u>
Total liabilities	<u>63,065</u>
Net assets:	
Unrestricted	24,095
Temporarily restricted	26,234
Permanently restricted	<u>56,799</u>
Total net assets	<u>107,128</u>
Total liabilities and net assets	<u><u>\$ 170,193</u></u>

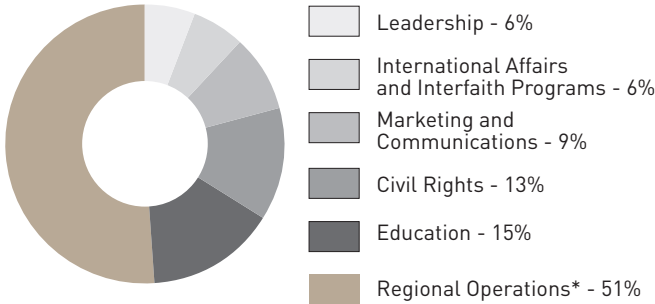
CONSOLIDATED EXPENSE ALLOCATIONS

Year ended December 31, 2009

TOTAL EXPENSES



TOTAL PROGRAM SERVICES



\* Regional Operations includes Civil Rights, Education, Intergroup Relations and International Affairs programming delivered through ADL's Regional Office structure.

CONSOLIDATED STATEMENT OF ACTIVITIES

Year ended December 31, 2009 (in thousands)

<b>CHANGES IN UNRESTRICTED NET ASSETS:</b>	
<b>OPERATING REVENUES:</b>	
Contributions, net	\$38,583
Investment return appropriated	2,512
Other income	1,102
Net assets released from restrictions	<u>11,599</u>
Total operating revenues	<u>53,796</u>
<b>OPERATING EXPENSES:</b>	
Program services	45,922
Supporting services	<u>17,078</u>
Total operating expenses	<u>63,000</u>
Excess of operating expenses over operating revenues	<u>(9,204)</u>
<b>NONOPERATING ACTIVITIES:</b>	
Pension charges	(2,096)
Investment return less amount appropriated and other, net	<u>13,734</u>
Total nonoperating activities	<u>11,638</u>
Increase in unrestricted net assets	<u>2,434</u>

CHANGES IN TEMPORARILY  
RESTRICTED NET ASSETS:

Contributions	9,068
Change in the value of charitable trust and annuity agreements	(665)
Investment return	7,225
Net assets released from restrictions Increase in temporarily restricted net assets	<u>(11,599)</u> <u>4,029</u>

CHANGES IN PERMANENTLY  
RESTRICTED NET ASSETS:

Contributions	<u>1,582</u>
Increase in permanently restricted net assets	<u>1,582</u>
Increase in net assets	8,045
Net assets at beginning of year	<u>99,083</u>
Net assets at end of year	<u><u>\$107,128</u></u>

The above financial information is derived from the consolidated financial statements of the Anti-Defamation League and the Anti-Defamation League Foundation. A complete set of the consolidated financial statements, audited by KPMG LLP, is available upon request.



## HERE'S HOW YOU CAN HELP

When you support ADL with your tax-deductible gift, you help fight hate and build a better world — now and for future generations. ADL's work is only possible with the support of people like you, who share our commitment to securing justice and fair treatment to all.

### MAKE A GIFT

For over 97 years, ADL has been the leading voice for those choosing to fight anti-Semitism, bigotry and hate in all its forms. We've had incredible success over the years, but our mission remains as important today as ever.

### PLANNED GIVING

Your Planned Gift to ADL brings a steady source of funds to help ADL fight hatred and bias. Learn more about charitable gift annuities, bequests in your will, charitable remainder trusts and other alternative gifts.

Call 1-866-FUND-ADL (1-866-386-3235) or go to [www.adl.org/actionsmatter](http://www.adl.org/actionsmatter). **Thank you.**

### BECOME AN ADL GUARDIAN: GIVE MONTHLY

A monthly gift at any level is a great way to provide ongoing support for our many programs, from civil rights advocacy and hate crime prevention to child education programs and law enforcement training.

### TRIBUTE E-CARDS

Contribute in honor of a birthday, anniversary, bar/bat mitzvah, wedding, holiday or in memory of a loved one. If you like, you can also send one of our unique Tribute eCards. To send a tribute card by mail, contact [development@adl.org](mailto:development@adl.org) or call the number below.

# NO ONE IS THERE FOR YOU LIKE ADL

## JOIN US

### DEVELOPMENT

# 1-866-FUND-ADL

(1-866-386-3235)

[development@adl.org](mailto:development@adl.org)

### PLANNED GIVING

# 1-888-235-9710

[plannedgiving@adl.org](mailto:plannedgiving@adl.org)

### NATIONAL OFFICE

# 212-885-7700

[contactus@adl.org](mailto:contactus@adl.org)

## HERE'S WHAT YOUR GENEROSITY CAN DO

### \$50

equips one teen with the skills to confront anti-Semitism

### \$150

helps an entire school become No Place for Hate®

### \$250

shows three students how to stand up to bullying and cyberbullying

### \$500

allows 15 educators to teach the lessons of the Holocaust

### \$2,500

teaches 30 children to reject prejudice and stereotypes

### \$5,000

brings one American law enforcement officer to Israel for counterterrorism training

### \$25,000

trains 10 law enforcement officers on domestic extremism and terrorism





Anti-Defamation League  
605 Third Avenue  
New York, NY  
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[www.adl.org](http://www.adl.org)

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